



# ADN (newspaper)

**ADN** was a Spanish free daily newspaper from 2006 to 2011, published by [Grupo Planeta](#).<sup>[1][2]</sup> As of 2011, it was one of the four most highly circulated free newspapers in Spain.<sup>[3]</sup> The paper had both a morning and an afternoon edition, as well as online edition at **DiarioADN.com**.<sup>[4]</sup> Politically aligned with the [Liberal Party](#), *ADN* was aimed at young urban professionals and was distributed in more than 12 municipalities across [Spain](#).<sup>[4]</sup>

From July 2007 to January 2009, it had an affiliated digital portal, **ADN.es**.<sup>[5]</sup> According to OJD, ADN.es grew to a readership of 1,350,000 unique visitors.<sup>[5]</sup>

## History

*ADN* was first published in March 2006 as a new daily newspaper model designed for a young, urban population, covering News, Society, Sports, and Leisure.<sup>[4]</sup> It targeted readers between the ages of 18 to 35, and stated that its objective was to deliver "timely, truthful and objective information", with analysis, [photojournalism](#), and reader engagement.<sup>[4]</sup> *ADN* covered the main cities and metropolitan areas in Spain, and reached a distribution of more than 1,000,000 copies.<sup>[4]</sup> It differentiated itself from the other three major free newspapers in its use of a [serif](#) font, which media scholars have described as "modern" with "a certain elegance", avoiding the "sensationalism" of the other papers.<sup>[3]</sup>

In July 2007, Planeta launched its digital portal, ADN.es.<sup>[5]</sup> According to OJD, ADN.es averaged 1,350,000 unique visitors.<sup>[5]</sup> Despite the growth in traffic, in January 2009, Planeta announced the closure of the digital portal due to an insufficient return on investment.<sup>[5]</sup> At the time, ADN.es had an editorial staff of about 40 people.<sup>[5]</sup> Planeta said that the online version of *ADN* newspaper (DiarioADN.com) which had a lower cost structure, would continue.<sup>[5][4]</sup>

Due to the effects of the [financial crisis in Spain](#) and declining advertising revenues, *ADN* newspaper closed in 2011.<sup>[2]</sup> The final issue was published on 23 December 2011.<sup>[1]</sup>

### ADN



<b>Type</b>	Daily free <a href="#">newspaper</a>
<b>Format</b>	<a href="#">Tabloid</a>
<b>Owner(s)</b>	<a href="#">Grupo Planeta</a>
<b>Publisher</b>	<a href="#">Editorial Página Cero</a>
<b>Price</b>	Free
<b>Founded</b>	March 2006
<b>Political alignment</b>	<a href="#">Liberal</a>
<b>Language</b>	<a href="#">Spanish</a> <a href="#">Catalan</a>
<b>Ceased publication</b>	23 December 2011
<b>Headquarters</b>	<a href="#">Barcelona</a>
<b>Circulation</b>	1,000,000
<b>Website</b>	<a href="#">adn.es</a> ( <a href="https://web.archive.org/web/20080223230326/http://www.adn.es:80/">https://web.archive.org/web/20080223230326/http://www.adn.es:80/</a> )

## Circulation and offices

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The paper distributed localised editions to:

- A Coruña – Distribution of 28,000 copies.<sup>[4]</sup> Branch closed in November 2008.<sup>[6]</sup>
- Barcelona – Corporate headquarters in Agbar Tower.<sup>[4]</sup> Distribution of 250,000 copies.<sup>[4]</sup>
- Bilbao – Distribution of 45,000 copies.<sup>[4]</sup>
- Cádiz – Staff cuts reported in November 2008.<sup>[6]</sup>
- Castellón – Distribution of 17,000 copies.<sup>[4]</sup>
- Málaga – Distribution of 45,000 copies.<sup>[4]</sup> Staff cuts reported in November 2008.<sup>[6]</sup>
- Madrid – Distribution of 380,000 copies.<sup>[4]</sup>
- Palma de Mallorca – Distribution of 33,000 copies.<sup>[4]</sup>
- Pamplona – Distribution of 24,000 copies.<sup>[4]</sup>
- Sevilla – Staff cuts reported in November 2008.<sup>[6]</sup>
- Valencia – Distribution of 55,000 copies.<sup>[4]</sup>
- Vigo – Distribution of 33,000 copies.<sup>[4]</sup> Branch closed in November 2008.<sup>[6]</sup>
- Zaragoza – Distribution of 45,000 copies.<sup>[4]</sup>

## References

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5. "Planeta cierra la edición digital del diario gratuito 'ADN'" (<https://www.proquest.com/docview/371620242>). *El País* (in Spanish). 9 January 2009. ProQuest 371620242 (<https://www.proquest.com/docview/371620242>). Retrieved 13 June 2025 – via ProQuest.
6. Diez, María Teresa Santos; Dasilva, Jesús Ángel Pérez (2010). "Diarios gratuitos de información general: percepción, hábitos de consumo y preferencias de lectura de los universitarios vascos" (<https://www.proquest.com/docview/835028814>) [Free newspapers: perceptions, consumption habits and news reading preferences of Basque Journalism Students]. *Estudios Sobre el Mensaje Periodístico* (in Spanish). **16**: 437–455, 527. ProQuest 835028814 (<https://www.proquest.com/docview/835028814>) – via ProQuest.

## External links

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- [adn.es \(https://web.archive.org/web/20080223230326/http://www.adn.es/\)](https://web.archive.org/web/20080223230326/http://www.adn.es/)

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